I claim:

1.   A system for monitoring the display of content by a computer system, comprising:

5   means for monitoring the position of the content display on a display screen of the computer system; and
          means for evaluating the position of the content display on the display screen to produce monitoring information regarding display of the content.

2.   A system as in Claim 1, further comprising means for
10 monitoring the position of one or more other images on the display screen, and wherein the means for evaluating further comprises means for comparing the position of the content display to the position of the one or more other images to produce the monitoring information.

15   3.   A system as in Claim 2, wherein the means for comparing further comprises means for determining whether the content display is hidden by the one or more other images.

4.   A system as in Claim 3, wherein the means for comparing further comprises:
20   means for determining the duration of each time that the content display is hidden by the one or more images; and
          means for determining the duration of each time that the content display is not hidden by the one or more
25   images.

5.   A system as in Claim 3, wherein the means for comparing further comprises:

means for determining the total duration of time that the content display is hidden by the one or more images; and

5   means for determining the total duration of time that the content display is not hidden by the one or more images.

6. A system as in Claim 3, wherein the means for determining further comprises means for determining whether the content display is fully hidden or partially hidden by the one 10 or more other images.

7. A system as in Claim 6, wherein the means for comparing further comprises:

means for determining the duration of each time that the content display is fully hidden by the one or more 15   images;

means for determining the duration of each time that the content display is partially hidden by the one or more images; and

means for determining the duration of each time that 20   the content display is not hidden by the one or more images.

8. A system as in Claim 6, wherein the means for comparing further comprises:

means for determining the total duration of time that 25   the content display is fully by the one or more images;

means for determining the total duration of time that the content display is partially hidden by the one or more images; and

means for determining the total duration of time that the content display is not hidden by the one or more images.

9. A system as in Claim 2, wherein:

one of the other images is a pointer; and

the means for comparing further comprises means for determining the number of times that the pointer entered an area defined by the content display.

10. A system as in Claim 1, wherein at least some of the content being monitored comprises a graphical display.

11. A system for monitoring the display of content by a computer system, comprising:

means for monitoring the change in time of a characteristic of the content display; and

means for evaluating the change in time of the characteristic of the content display to produce monitoring information regarding display of the content.

12. A system as in Claim 11, further comprising means for monitoring the change in time of a characteristic of the computer system, and wherein the means for evaluating further comprises means for comparing the change in time of the characteristic of the content display to the change in time of the characteristic of the computer system to produce the monitoring information.

13. A system for monitoring the display of content by a computer system, wherein the content is displayed in response to an instruction that is provided from a source external to the computer system and the system for monitoring, comprising:

means for ascertaining the beginning of a display of the content;

means for ascertaining the end of a display of the content; and

5 means for monitoring the display of the content, wherein:

the means for monitoring begins operating when the beginning of a display of the content is ascertained; and

10 the means for monitoring stops operating when the end of a display of the content is ascertained.

14. A system as in Claim 13, wherein the instruction is provided by a user of the computer system.

15. A system as in Claim 13, wherein the means for 15 monitoring the display of the content further comprises:

means for monitoring the position of the content display on a display screen of the computer system; and

means for evaluating the position of the content display on the display screen to produce monitoring 20 information regarding display of the content.

16. A system as in Claim 13, wherein the means for monitoring the display of the content further comprises:

means for monitoring the change in time of a characteristic of the content display; and

25 means for evaluating the change in time of the characteristic of the content display to produce monitoring information regarding display of the content.

17. A system as in Claim 13, wherein the means for monitoring further comprises means for determining the duration of the display of the content.

18. A system for monitoring the display at a content
5 display site of content that is provided by a content provider
· site over a network to the content display site, comprising:
means for monitoring the display of the content to produce monitoring information regarding display of the content; and
10   means for transferring the means for monitoring from the content provider site to the content display site in response to the transfer of content from a content provider site.

19. A system as in Claim 18, wherein the means for
15 monitoring is transferred to the content provider site together with the content.

20. A system as in Claim 18, further comprising means for transferring the monitoring information to a remote site that
· is part of the network.

20   21. A system as in Claim 20, wherein the remote site is the content provider site from which the content was transferred to the content display site.

22. A system as in Claim 21, further comprising means for transferring the monitoring information from the content
25 provider site to a second remote site.

23. A system as in Claim 22, wherein the second remote site is adapted to receive and store monitoring information from a plurality of content provider sites.

24. A system as in Claim 21, wherein monitoring
5 information is transferred from the content display site to the content provider site via a communication means that is different from the communication means used to transfer the content from the content provider site to the content display site.

10 25. A system as in Claim 18, wherein new content can be transferred to the content display site in response to selection of a portion of the content currently being displayed at the content display site.

26. A system as in Claim 18, wherein the monitoring
15 information includes information from which conclusions may be deduced regarding the observation of the content by an observer.

27. A system as in Claim 18, wherein the means for monitoring further comprises:
20   means for monitoring the position of the content display on a display screen at the content provider site; and
     means for evaluating the position of the content display on the display screen to produce monitoring
25 information.

28. A system as in Claim 18, wherein the means for monitoring further comprises:
     means for monitoring the change in time of a

characteristic of the content display; and

means for evaluating the change in time of the characteristic of the content display to produce monitoring information.

5   29. A system as in Claim 18, wherein:

the content is displayed in response to an instruction that is provided from a source external to the computer network and the system for monitoring; and

the means for monitoring further comprises:

10   means for ascertaining the beginning of a display of the content; and

means for ascertaining the end of a display of the content, wherein:

the means for monitoring begins operating

15   when the beginning of a display of the content is ascertained; and

the means for monitoring stops operating when the end of a display of the content is ascertained.

20   30. A system for monitoring the display at a content display site of content that is provided by a content provider site over a network to the content display site, wherein the network operates according to a protocol that enables new content to be transferred to a content display site in response

25 to selection of a portion of the content currently being displayed at the content display site, the system comprising:

means for monitoring the display of the content to produce monitoring information regarding display of the content; and

30   means for transferring the means for monitoring from the content provider site to the content display site so

that the means for monitoring operates at the content provider site.

31. A system as in Claim 30, wherein at least some of the content being monitored comprises a graphical display.

5   32. A system as in Claim 30, wherein the means for monitoring further comprises:

        means for monitoring the position of the content display on a display screen at the content provider site; and

10   means for evaluating the position of the content display on the display screen to produce the monitoring information.

33. A system as in Claim 30, wherein the means for monitoring further comprises:

15   means for monitoring the change in time of a characteristic of the content display; and

        means for evaluating the change in time of the characteristic of the content display to produce monitoring information regarding display of the content.

20   34. A system as in Claim 30, wherein:

        the content is displayed in response to an instruction that is provided from a source external to the computer network and the system for monitoring; and

        the means for monitoring further comprises:

25   means for ascertaining the beginning of a display of the content; and

            means for ascertaining the end of a display of the content, wherein:

                the means for monitoring begins operating

when the beginning of a display of the content
is ascertained; and

the means for monitoring stops operating
when the end of a display of the content is

5   ascertained.

35. A system as in Claim 30, further comprising means for
transferring the monitoring information to a remote site that
is part of the network.

36. A system for monitoring the display at a content
10 display site of content that is provided by a content provider
site over a network to the content display site, comprising:

means for monitoring the display of the content to
produce monitoring information regarding display of the
content; and

15   means for transferring the monitoring information
from the content display site to a remote site of the
computer network that is different from the content
provider site.

37. A system as in Claim 36, wherein the means for
20 transferring the monitoring information further comprises:

means for transferring the monitoring information
from the content display site to the content provider
site; and

means for transferring the monitoring information
25   from the content provider site to the remote site, wherein
the monitoring information cannot be stored at the content
provider site or accessed or manipulated before transfer
to the remote site.

38. A system as in Claim 36, further comprising means for storing monitoring information at the remote site.

39. A system as in Claim 38, wherein the means for storing monitoring information at the remote site is adapted to
5 enable storage of monitoring information regarding the display of a plurality of sets of content.

40. A system as in Claim 38, wherein:
the computer network includes a plurality of content provider sites; and
10 the means for storing monitoring information at the remote site is adapted to enable storage of monitoring information regarding the display of content at each of the plurality of content provider sites.

41. A system as in Claim 38, further comprising means for
15 accessing the monitoring information stored at the remote site from a site on the network other than the remote site, such that a user at the other site can interact with the monitoring information, but cannot modify the monitoring information.

42. A system for providing updated and/or tailored
20 content from a first content provider site to a content display site, comprising:
means for transferring content from the first content provider site to a second content provider site;
means for recognizing the presence of updated and/or
25 tailored content stored at the first content provider site, wherein the means for transferring content transfers the updated and/or tailored content from the first content provider site to the second content provider site in response to recognition of the presence of updated and/or

tailored content at the first content provider site; and

means for transferring content from the second content provider site to the content display site when such content is requested by the content display site.

5   43. A system as in Claim 42, further comprising an application manager system and wherein the means for transferring content from the first content provider site to the second content provider site further comprises:

means for transferring content from the first content

10   provider site to the application manager system; and

means for transferring content from the application manager system to the second content provider site.

44. A system as in Claim 42, wherein the means for transferring content transfers the updated content from the

15 first content provider site to the second content provider site automatically upon recognition of the updated and/or tailored content at the first content provider site.

45. A system as in Claim 42, wherein:

there are a plurality of second content provider

20   sites; and

the means for transferring content transfers the updated and/or tailored content from the first content provider site to each of the plurality of second content provider sites in response to recognition of the updated

25   and/or tailored content at the first content provider site.

46. A system as in Claim 42, wherein there are a plurality of content provider sites to which content can be transferred from the first content provider site, and further

comprising means for enabling a user at the first content provider site to select one or more of the plurality of content provider sites to be second content provider sites.

47. A system as in Claim 42, wherein there are a
5 plurality of content provider sites from which content can be transferred to the second content provider site, and further comprising means for enabling a user at the second content provider site to select one or more of the plurality of content provider sites to be first content provider sites, wherein only
10 a content provider site so selected can transfer content to the second content provider site.

48. A computer readable medium encoded with one or more computer programs for enabling the monitoring of the display of content by a computer system, comprising:
15   instructions for monitoring the position of the content display on a display screen of the computer system; and
     instructions for evaluating the position of the content display on the display screen to produce
20   monitoring information regarding display of the content.

49. A computer readable medium as in Claim 48, further comprising instructions for monitoring the position of one or more other images on the display screen, and wherein the instructions for evaluating further comprise instructions for
25 comparing the position of the content display to the position of the one or more other images to produce the monitoring information.

50. A computer readable medium as in Claim 49, wherein the instructions for comparing further comprise instructions for determining whether the content display is hidden by the one or more other images.

5   51. A computer readable medium as in Claim 50, wherein the instructions for comparing further comprise:

         instructions for determining the duration of each time that the content display is hidden by the one or more images; and

10   instructions for determining the duration of each time that the content display is not hidden by the one or more images.

         52. A computer readable medium as in Claim 50, wherein the instructions for comparing further comprise:

15   instructions for determining the total duration of time that the content display is hidden by the one or more images; and

         instructions for determining the total duration of time that the content display is not hidden by the one or

20   more images.

         53. A computer readable medium as in Claim 50, wherein the instructions for determining further comprise instructions for determining whether the content display is fully hidden or partially hidden by the one or more other images.

25   54. A computer readable medium as in Claim 53, wherein the instructions for comparing further comprise:

         instructions for determining the duration of each time that the content display is fully hidden by the one or more images;

instructions for determining the duration of each time that the content display is partially hidden by the one or more images; and

instructions for determining the duration of each
5   time that the content display is not hidden by the one or more images.

55. A computer readable medium as in Claim 53, wherein the instructions for comparing further comprise:

instructions for determining the total duration of
10   time that the content display is fully hidden by the one or more images;

instructions for determining the total duration of time that the content display is partially hidden by the one or more images; and
15   instructions for determining the total duration of time that the content display is not hidden by the one or more images.

56. A computer readable medium as in Claim 49, wherein:

one of the other images is a pointer; and
20   the instructions for comparing further comprise instructions for determining the number of times that the pointer entered an area defined by the content display.

57. A computer readable medium encoded with one or more computer programs for enabling the monitoring of the display of
25 content by a computer system, comprising:

instructions for monitoring the change in time of a characteristic of the content display; and

instructions for evaluating the change in time of the characteristic of the content display to produce
30   monitoring information regarding display of the content.

58. A computer readable medium as in Claim 57, further comprising instructions for monitoring the change in time of a characteristic of the computer system, and wherein the instructions for evaluating further comprise instructions for
5 comparing the change in time of the characteristic of the content display to the change in time of the characteristic of the computer system to produce the monitoring information.

59. A computer readable medium encoded with one or more computer programs for enabling the monitoring of the display of
10 content by a computer system, for use with a computer system in which the content is displayed in response to a content display instruction that is provided from a source external to the computer system and not part of the monitoring computer program, comprising:
15   instructions for ascertaining the beginning of a display of the content;
          instructions for ascertaining the end of a display of the content; and
          instructions for monitoring the display of the
20   content, wherein:
              the instructions for monitoring begin executing when the beginning of a display of the content is ascertained; and
              the instructions for monitoring stop executing
25   when the end of a display of the content is ascertained.

60. A computer readable medium as in Claim 59, wherein the content display instruction is provided by a user of the computer system.

30   61. A computer readable medium as in Claim 59, wherein

the instructions for monitoring the display of the content further comprise:

instructions for monitoring the position of the content display on a display screen of the computer
5   system; and

instructions for evaluating the position of the content display on the display screen to produce monitoring information regarding display of the content.

62.   A computer readable medium as in Claim 59, wherein
10 the instructions for monitoring the display of the content further comprise:

instructions for monitoring the change in time of a characteristic of the content display; and

instructions for evaluating the change in time of the
15   characteristic of the content display to produce monitoring information regarding display of the content.

63.   A computer readable medium as in Claim 59, wherein the instructions for monitoring further comprise instructions for determining the duration of the display of the content.

20   64.   A computer readable medium encoded with one or more computer programs for enabling the monitoring of the display of content by a computer system, comprising:

instructions for causing the content to be displayed by the computer system; and
25   instructions for monitoring the display of content by the computer system to produce monitoring information regarding the display of the content.

65.   A computer readable medium encoded with one or more computer programs for enabling the monitoring of the display of

content at a content display site, comprising:

instructions, adapted for use at the content display site, for monitoring the display of content at the content display site to produce monitoring information regarding display of the content; and

instructions for receiving monitoring information from the content display site.

5

66. A method for monitoring the display of content by a computer system, comprising:

10

monitoring the position of the content display on a display screen of the computer system; and

evaluating the position of the content display on the display screen to produce monitoring information regarding display of the content.

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